



Congress® Sans 65

bold · fett · gras
negrita · nero · fet

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There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasion. The density conveyed by the blackness of type on paper must then be controlled by a number of factors, all play their part in creating the right impression and the reason for varying the weights of a style becomes apparent when a change in emphasis is required. These features should be used sparingly to be effective and getting the best from available weights also needs best use of enough contrast to make the reader definite about your statement. A lack of clarity in the choice of type will also be reflected text. Combining these factors in the right way allows the reader to run the eyes freely along the line. However, we must always consider this...

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS VALUE. THERE ARE MANY TYPE STYLES FROM WHICH TO CHOOSE AND SELECTING CORRECTLY IS IMPORTANT SINCE IT SHOULD REFLECT THE MOOD FOR

8 point, 9 pt line space

EXCELLENT Typography	\$183.80	1980	1%
EXCELLENT Typography	£265.20	1751	2%
EXCELLENT Typography	£382.09	1282	3%
EXCELLENT Typography	¥465.30	1853	4%
EXCELLENT Typography	\$520.80	1384	5%
EXCELLENT Typography	£685.02	1465	6%
EXCELLENT TYPOGRAPHY	£754.30	1686	7%
Excellent Typography	¥801.60	1987	8%
Excellent Typography	\$975.10	1588	9%
Excellent Typography	£285.80	1869	10%

8 point, 9pt line space

There are many type styles from which to choose. Selecting is important since it should reflect the mood for the particular occasion and the density conveyed by the blackness of type on paper must then be controlled by a number of factors; each plays their part in creating the right impression. The reason for various EXCELLENT TYPOGRAPHY RESULTS FROM UN

9 point, 10 pt line space

There are many typeface styles from which to choose. Correct selection is important since it should reflect the mood for the particular occasion. The density conveyed any blackness of type on paper must then be controlled by a number of factors; each play EXCELLENT TYPOGRAPHY RESULTS FROM U

10 point, 11 pt line space

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY

12 point, tracked +3.0%

IS MOST IMPORTANT, SINCE IT SHOULD REFLECT THE MOOD OF THE PARTICULAR

14 point, tracked +30%

CULAR OCCASION & THE DENSITY CONVEYED BY THE BLACKNESS

16 point, tracked +2.0%

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Adrian Williams 1985

There are many type styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasion. Density then, conveyed by the blackness of type on paper must then be controlled in

11 point, 12 pt line space

There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasion and density conveyed by the blackness of type on paper should then be controlled by any number of varying factors, each

12 point, 13 pt line space

Club Type

18 point 0%

Club Type

16 point +0.5%

Club Type

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Club Type

5 point +3.5%

Club Type Congress Sans

26 point, 22 pt line space, tracked -3.0%

There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasion. There is therefore a 30% density conveyed by the blackness of types on some \$24 papers which should be controlled by a number of varying factors. Then, in 1986 we saw a 70% rise (against 53% in

14 point, 16 pt line space



Congress® Sans 66

bold Italic · kursiv fett · italique gras
negrita cursiva · nero corsivo · kursiv fet

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EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE VALUE. THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY IS IMPORTANT SINCE IT SHOULD REFLECT THE MOOD

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There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasion. The density conveyed by the blackness of type on paper must then be controlled by a number of other factors all playing their parts in creating the right impression. EXCELLENT TYPOGRAPHY RESULTS FROM UN

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There are many typeface styles from which to choose. Correct selection is important since it should reflect the mood for the particular occasion. Density conveyed by the blackness of type on paper must then be controlled by a number of other factors all EXCELLENT TYPOGRAPHY RESULTS FROM

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THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. CORRECT SELECTION IS

12 point, tracked +1.5%

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Adrian Williams 1985

There are many type styles from which to choose. Selecting correctly is important since it should reflect the moods for the particular occasion. Density then, conveyed by blackness of type on paper must then be controlled with

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There are many typeface styles from which to choose. Selecting correctly is very important since it should reflect the moods for the particular occasion and density conveyed by the blackness of type on papers must then be controlled by a number of other factors; each

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